

Message Text

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64

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E. O. 11652: N/A

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SUBJ: NOVEMBER SHOW FINAL REPORT

REF: STATE A-7599

1. MTC ADVANCED TECHNOLOGY SHOW
2. MILAN, NOVEMBER 6-10, 1973
3. 30 EXHIBITORS REPRESENTING 53 COMPANIES
4. \$70,000 FLOOR SALES
5. SALES PROJECTED FOR SUBSEQUENT TWELVE (12) MONTHS
 - A. NTE/M \$657,000
 - B. OTM \$1,071,000
6. 5 EXHIBITORS SOUGHT REPS
7. 3 REPS WERE APPOINTED DURING EXHIBITION
8. 8 REP AGREEMENTS UNDER NEGOTIATION
9. 883 REGISTERED TRADE VISITORS TO TRADE FAIR
10. OUTSTANDING SUCCESS STORIES:

RESEARCH DEVICES, BERKELEY HEIGHTS, N.J.

(A) NTM (B) \$15,000 (C) \$30,000

A. RESEARCH DEVICES EXHIBITED INFRARED MICROSCOPES WHICH DREW HIGH INTEREST FROM RESEARCH INSTITUTES LABORATORIES, AND INDUSTRIAL PRODUCERS INTERESTED IN QUALITY CONTROL INSTRUMENTS. MR. COHEN, PRESIDENT, WHO RECEIVED INVITATIONS FROM

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TWO ITALIAN UNIVERSITIES TO GIVE THE SAME PAPER THAT HE

PRESENTED AT THE SEMINAR DURING THE SHOW COMMENTED: "EXCEL-
LENT ORGANIZATION AND OUTSTANDING ATTENDANCE. WE HAD VISITORS
FROM ALL THE MAJOR RESEARCH INSTITUTES AND A FINE TURNOUT
FROM THE INDUSTRIAL SECTOR AS WELL." CLEARED FOR PUBLICATION

B. ATOMERGIC CHEMETALS CO., CARLE PLACE, L.I.N.Y.

(A) OTM (B) \$1,000 (C) \$100,000

ATOMERGIC CHEMETALS DISPLAYED ULTRA-PURE CHEMICALS,
METALS, AND CRYSTALS FOR RESEARCH AND LABORATORY WORK.
MR. EMILIO MEDOLLA, ATOMERGIC'S ITALIAN REPRESENTATIVE,
COMMENTED: "THE ORGANIZATION WAS PERFECT AND THE COOPERATION
OF THE TRADE CENTER STAFF WAS MARKED BY ITS HELPFULNESS AND
SENSITIVITY TOWARD THE NEEDS OF THE EXHIBITORS." CLEARED FOR
PUBLICATION

C. COHERENT RADIATION, PALO ALTO, CAL.

(A) OTM (B) \$15,000 (C) \$60,000

COHERENT RADIATION, WHICH EXHIBITED ARGON-ION AND DYE LASERS,
OPTICAL ACCESSORIES, AND LIGHT METERS, WAS REPRESENTED AT
THE SHOW BY MR. DORIN, ITALDISI SAS, WHO COMMENTED: "THE
SHOW WAS WELL ORGANIZED. PROMOTION REACHED ITS GOAL BECAUSE
MOST OF OUR IMPORTANT PROSPECTS VISITED OUR STAND. THE PRE-
SHOW MOUNTING WAS ALSO WELL EXECUTED." CLEARED FOR
PUBLICATION

11. REF. MILAN TC 0131

IN ADDITION TO FIRMS LISTED REFTEL, CARL LAMBRECHT
REPRESENTED FOLLOWING COMPANIES AT SHOW.

SPHERE INC., RR3 BOX 290, MICHIGAN CITY, INC. (PUBLISHER OF
LASER SPHERE AND HOLOSPHERE) AND MERIT INC., 1815 24TH ST.,
SANTA MONICA, CAL. (LED AND INJECTION LASERS AND OPTICAL
ELECTRONICS.) FINA

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